

Decrease of revenue from FM Channels

1707. SHRI SUDARSHAN AKARAPU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether revenue from FM channels of AIR have declined heavily in the recent years to the extent of 100 per cent from the level of 2001-02;

(b) whether Government have identified the reason for steep fall in revenue generation by AIR; and

(c) the measures Government/Prasar Bharati have taken to increase the market share of FM channels of AIR?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No, Sir. Prasar Bharati (AIR) have informed that the revenue from FM Channels of AIR is increasing every year except 2003-04.

Details of the revenue from FM channels for the last five years are as follows:

(Rs. in crores)	
Year	Revenue
2001-02	18.83
2002-03	20.76
2003-04	14.64
2004-05	25.53
2005-06	33.25

(b) Does not arise.

(c) All India Radio is trying to improve its own strength and is constantly devising new formats of programming of FM Stations to suit the local audience. All India Radio has started offering special bonusing scheme to all clients/advertisers on its FM Channels identical to Primary Channel/ Local Radio Stations/Vividh Bharati Stations. All India Radio has set-up various Marketing Divisions in the country and with the active role of these strategically located Marketing Division, it has been able to considerably augment revenue generation on FM Stations.